

NICCOLO  
CHONGQING



## Press Information

For Immediate Release

### **Niccolo Chongqing launches special fall / winter collaboration afternoon tea with Tory Burch**

28 September 2018, Chongqing – Niccolo Chongqing is pleased to announce “Happy Times”, a special fall / winter collaboration themed afternoon tea with well-known American lifestyle brand, Tory Burch, at Niccolo’s Tea Lounge from 1<sup>st</sup> to 31<sup>st</sup> October 2018. Since its launch on 8 September last year, Niccolo positioned itself as a contemporary chic sky hotel at the fashionable IFS address, becoming a prestigious destination for global travellers and press in the city. The new partnership with Tory Burch aims to bring more sophisticated and modern lifestyle experiences to Chongqing.

Named after its "Happy Times" collection, the Tory Burch design team gives botanicals more space, carrying over five colours in silk and satin burnout dresses with scarf hems, tops and totes. Mixed botanicals with classic tailoring and various comfortable materials give it a modern and more romantic aesthetic. The name "Happy Times" inspired by the book written by American socialite Lee Radziwill, a book documenting happy memories that Lee, the former first lady Jacqueline Kennedy’s sister, spent with her family during many of historical moment.

The Niccolo x Tory Burch afternoon tea will be presented in the form of a traditional three-tiered English afternoon tea. The first two layers use fresh fruit and nut-flavored pastries in bright colours to reflect the natural and cheerful character of this season’s Tory Burch fall / winter collection, in which the Chestnut Passion Fruit Hazelnut Cake and Tropical Fruit Cake baked and branded are “Happy Times”, making for a delightful highlight. The third tier displays four cold canapés using fresh vegetables and seafood, including Goat’s Cheese Mousse, Truffle Asparagus, Seared Ahi Tuna and Mango Shrimp Tartlets. This joyful tea set perfectly interprets Tory Burch’s "Happy Times" theme through design, visual and taste buds crafted by Niccolo’s talented pastry chefs.

Guests enjoying the stylish creation can do so from 300 metres above Chongqing, overlooking panoramic mountain and river views turning to sparkling dusk and evening views. An elevator directly accessing the Tory Burch shop before or after tea, will be an ideal complement to round off the day and select the new season’s favourite.

“Happy Times” afternoon tea is priced at RMB 258 plus 15% service charge for two persons including coffee or tea. Available for a limited period only, tea will be served from 12:00pm to 9:00pm daily at The Tea Lounge on level 62 of Niccolo Chongqing, during the promotion period. Guests who purchase the afternoon tea set will be entitled to a special gift card where they may redeem a branded gift at the Chongqing IFS Tory Burch store, subject to availability.

“We are delighted to have welcomed so many captains of industry and leaders in style since we opened” said Giorgio Olivotti, General Manager, Niccolo Chongqing. “We have noticed that Chongqing is becoming one of the most attractive international cities in Southwest China, and I hope our collaboration with Tory Burch will bring more contemporary chic luxurious experiences to our mountain city, whilst creating memorable moments for our guests enjoying this colourful afternoon tea.”

For bookings and enquiries, please contact +86 23 6508 8888, via [resv.ncq@niccolohotels.com](mailto:resv.ncq@niccolohotels.com). More information is available at [niccolochongqing.com](http://niccolochongqing.com) or hotel official WeChat “Niccolo\_Chongqing”.

For more information about Tory Burch, please contact the Tory Burch Chongqing IFS shop at +86 6765 5687 or follow the brand’s WeChat page “ToryBurchOfficial”.

# NICCOLO

## About Tory Burch

Tory Burch is an American lifestyle brand that inspires people around the world to live in full color with character, beauty and confidence. Launched in February 2004, the collection embodies the personal style and sensibility of its Chairman, CEO and Chief Creative Officer, Tory Burch. It includes ready-to-wear, shoes, handbags, accessories, watches, home and fragrance. There are more than 250 Tory Burch boutiques across North America, Europe, the Middle East, Latin America, Asia and Australia, and the collection is available at over 3,000 department and specialty stores worldwide and [toryburch.com](http://toryburch.com). The brand's dedication to helping women fearlessly follow their dreams is reflected in the work of the Tory Burch Foundation, which advances women's empowerment and entrepreneurship.

## About Niccolo Chongqing

The hotel is located on levels 52 to 62 of Tower 1 Chongqing IFS, the largest mixed-use development in the district, featuring a boutique retail mall and corporate offices in Jiangbeizui, Chongqing's new Central Business District. Niccolo Chongqing, the city's highest sky hotel with spectacular views of the city, the mountains and where the two rivers meet, showcases a captivating design for today's luxury traveller. The hotel's superb location in the heart of the new Central Business District will offer effortless access to premier shopping, dining and the city's metro.

With 252 elegant guestrooms and suites offering sweeping views of the city, Niccolo Chongqing will be home to three sky-high destination restaurants and bar, Niccolo Kitchen, The Tea Lounge and Bar 62. In addition, the hotel will include fitness centre Sky Gym, Sky Spa with five treatment rooms, and Sky Pool, a 20-metre swimming pool with panoramic views. Niccolo Chongqing is set to become the city's epicentre for conferences, events, weddings and other celebrations. The hotel will offer outstanding event venues, including ten function rooms, the spacious Niccolo Ballroom with direct car access and outdoor event space The Courtyard on level 4, a stunning show-stopping, glass enclosed Conservatory with 11-meter-high ceiling on level 61.

## About Wharf Hotels

### The Spirit of Discovery

Emanating the spirit of discovery, Wharf Hotels, a wholly owned subsidiary of The Wharf (Holdings) Ltd, is based in Hong Kong and currently operates 16 owned or managed hotels under Niccolo or Marco Polo Hotels in Hong Kong, China and the Philippines. Niccolo Hotels was added to the group's portfolio in 2015 as the new luxury collection, positioning the brand as contemporary chic. The Murray, Hong Kong, a Niccolo Hotel, opened in January 2018 as the brand's flagship hotel, with 2 new Niccolo hotels currently under development in China following successful openings in Chengdu and Chongqing. Marco Polo's international deluxe hotels in established locations within China, Hong Kong and the Philippines maintain their ethos to explore, discover and experience a destination, drawing on the philosophies of their namesake, Marco Polo: an adventurer, a traveller, an entrepreneur and a connoisseur of culture - just as Marco Polo's modern travellers are today.

Further details are available at [wharfhoteles.com](http://wharfhoteles.com).

## About Niccolo Hotels

### New Encounters. Timeless Pleasures

Niccolo is a collection of contemporary chic hotels with desirable, highly prized addresses; underpinning the brand is the desire to make life effortlessly luxurious for guests. At heart, as discoverers and re-discoverers of luxury experiences, styles and tastes, its hotels are modern sophisticated spaces, where the timeless pleasure of impeccable hospitality from another golden era in travel, is valued. Niccolo Chengdu was the first hotel to open in 2015 followed by Chongqing and the brand's flagship, The Murray, Hong Kong, a Niccolo Hotel in January 2018. An additional 2 Niccolo hotels are currently under development in Changsha and Suzhou, China.

Further details are available at [niccolohoteles.com](http://niccolohoteles.com).

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For more information, please contact:

Carmen Jiang  
Director of Communications  
**Niccolo Chongqing**  
Tower 1, Chongqing IFS,  
No.1 Qingyun Road, Jiangbei District,  
Chongqing, China 400023  
Tel: (86) 23 6508 8888 Ext. 7606  
Email: [carmen.jiang@niccolohotels.com](mailto:carmen.jiang@niccolohotels.com)

Serena Song  
PR Executive, China  
**Tory Burch**  
Room 3301, Wheelock Square, No. 1717  
Nanjiang west Road, Jiangan District,  
Shanghai China 200040  
Tel: (86) 21 6032 8599  
Email: [shsong@toryburch.com](mailto:shsong@toryburch.com)



Niccolo Chongqing Exterior



The Tea Lounge



The Niccolo x Tory Burch afternoon tea



The Niccolo x Tory Burch afternoon tea



Tory Burch Chongqing IFS Store



Tory Burch FW18 collection